

REMARKS

Claims 17, 19, and 30-47, are currently pending. Claims 1-16, 18, and 20-29 have been cancelled. Claims 17 and 19 have been amended. Claims 30-47 are newly added in this amendment.

Claims 17 and 19 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,317,722, issued to Jacobi et al. ("Jacobi") in view of U.S. Patent No. 6,360,254, issued to Linden et al. ("Linden"), and further in view of CatalogCity (www.catalogcity.com), crafter's marketplace Craft e Mart hereinafter Craft-E-Mall (www.craftemall.com) and (www.howstuffworks.com).

Jacobi teaches generation of personal recommendations for a user based upon data collected in the user's purchase history, the user's item ratings profile, the user's current contents of personal shopping carts, and items that were recently removed from the user's shopping carts without being purchased.

Linden teaches a method to provide secure access to a private resource, such as a website, to users by assigning unique URLs containing unique token strings to the users for access to the private resource.

Craft E Mall teaches an web site for an e-commerce mall of electronic booths that various different crafters can use to sell their goods over the Internet.

Catalog City teaches a web site to provide access over the Internet to mail order catalogs for searches including catalog specific and product specific searches.

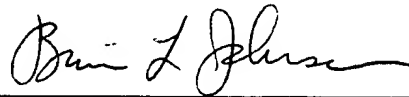
Howstuffworks teaches that a web site can use cookies to store information on a user's computer and later retrieve it.

As to claim 17, Jacobi, Linden, Craft E Mall, Catalog City, and Howstuffworks fail to teach, among other things, both alone and in combination, "the presentation formulator configured to formulate the tailored store screens based at least in part on ... the network address of one of the remote computers used by one of the shoppers to access the host system...." Consequently, claim 17 is in condition for allowance.

Attached hereto is a marked-up version of the changes made to the specification and claims by the current amendment. The attached page is captioned "Version With Markings to Show Changes Made."

All of the claims remaining in the application are now allowable. Favorable consideration and a Notice of Allowance are earnestly solicited.

Respectfully submitted,
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VERSION WITH MARKINGS TO SHOW CHANGES MADE

17. (Amended) A host system to be communicatively linked to ~~one or more~~ a plurality of remote computers used by shoppers, the host system comprising:

a ~~merchandise~~ database configured to store information associated with items ~~merchandise~~ for sale to the shoppers;

a ~~shopper~~ data collector configured to determine, collect and analyze from data associated with communication with ~~from~~ the remote computers, ~~including hidden data that is hidden from the shoppers and more than one network address sent from one of one of the remote computers used~~ by one of the shoppers to access the host system;

a presentation formulator configured to formulate one or more tailored store screens ~~including one or more uniquely customized selection screens for each of the shoppers to be displayed on the remote computers being used by the shoppers when in current communications with the host system, the presentation formulator being configured to formulate the tailored store screens based at least in part based on the information stored in the merchandise database, at least in part based on the unique information associated with each of the shoppers contained in data from the first remote computer including hidden data that is hidden from the shoppers and more than one the network address sent from one of one of the remote computers used~~ by one of the shoppers to access the host system as collected by the shopper data collector; and

at least one web server configured to communicate with the remote computers and to send the tailored store screens to the remote computers used by the shoppers.

19. (Amended) The host system of claim 17~~8~~ wherein areas of the tailored store screens are formulated by the presentation formulator to display information on merchandise in cross-categories to categories of merchandise associated with search requests by the shoppers.